GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:840
ANSWERED ON:28.04.2016
Website of Indian Handloom
Girri Shri Maheish

Will the Minister of TEXTILES be pleased to state:

(a) The number of agencies, companies or brands registered till date on integrated website of 'Indian Handloom' brand which was launched in February, 2016;

(b) the process of verification and quality checking of these brands;

(c) whether any special provisions have been made to facilitate rural weavers to sell their handloom products so as to enable them to be part of this technology enabled platform; and

(d) if so, the details thereof and if not, the reasons therefor?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE)
IN THE MINISTRY OF TEXTILES
(SHRI SANTOSH KUMAR GANGWAR)

(a): 170 Agencies/Companies have been registered till date under India Handloom Brand (IHB) since its launch on 07.08.2015.

(b): The on site verification of the company for verifying the manufacturing facilities is done. The samples received for registration are put to stringent test in labs of Textiles Committee at Mumbai and other locations. After meeting the criteria of on site verification and samples passing the tests the registration is recommended.

(c) & (d): The arrangements have been made to facilitate the marketing of the IHB handloom products through partnership retail stores and e-commerce platforms for all the handloom weavers including rural weavers. Partnership retails stores have started functioning and 9 e-commerce entities have been engaged for marketing the IHB products.

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